

JOB DESCRIPTION

JOB TITLE: Health Education Director

GRADE: 22

JOB CODE: 2806

DATE: 02/22/96

GENERAL FUNCTION: Under the direction of the Director of the local health department plans, coordinates and directs professional, technical and clerical staff in providing a comprehensive health education program for a large local health department or multi county area. The incumbent would spend at least 90 percent of time directing a comprehensive health education program

CHARACTERISTIC DUTIES AND RESPONSIBILITIES:

Plans a comprehensive health education program.

Makes policy decisions subject to administrative approval.

Initiates plans for health education programs for the local health department.

Gives guidance to all employees.

Supervises a staff of health educators for a local health department in providing a comprehensive health education program.

Observes staff conducting programs, monitors appropriate reports and surveys for effectiveness of health education staff.

Coordinates the identification and assessment of health education needs and the resources available. Develops goals, objectives and program guidelines necessary for effective implementation of the health education needs of the target population.

Establishes working relationships with school system personnel to promote the development of health curricula; teaches appropriate aspects of health education in school and clinic settings; exchanges information with various organizations and agencies concerning the health needs of the community, informally or through presentations and speeches in order to inform, educate and motivate individuals in accordance with program needs and objectives; arranges for resource personnel as necessary.

Disseminates and/or supervises the dissemination of health information to the public relative to the health education program(s); develops and maintains working contacts

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with radio, television and newspaper personnel; prepares articles for local newspapers and radio public announcements; prepares exhibit materials for special projects; assembles visual aids, printed materials and art materials; writes scripts; takes photographs; prepares materials for health education tape/slide presentation

Assesses the in-service education needs of health department staff. Develops and provides in-service education to staff.

Reviews technical literature and attends meetings and training sessions to keep abreast of scientific, educational and medical developments in health education that may enhance the effectiveness of health education methodology and strategy.

SUPERVISION RECEIVED: Policy direction only; incumbent sets virtually all objectives.

SUPERVISION EXERCISED: Supervises a professional staff of health educators and other supportive staff as well as other professional staff.

JOB SPECIFICATIONS:

Knowledge and Abilities:

Considerable knowledge of public health and the principles and practices of public health education, including mass media techniques and group dynamics.

Extensive knowledge of modern principles of educational psychology, sociology and communications.

Considerable knowledge of training principles and supervisory techniques.

Ability to express ideas clearly, concisely and convincingly.

Ability to plan, organize, assign, supervise and evaluate the work of subordinates.

Minimum Education, Training, and Experience Requirements: Masters degree from a college or university with major course work in health education or community health and two (2) years of experience in public health education (one in coordinating or supervising activities in a public health education program)

or

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Bachelors degree from a college or university in health education, community health, the social or behavioral sciences or nursing; or a teaching certificate in elementary or secondary education and four (4) years of experience in public health education (two (2) of which shall have been coordinating or supervising activities in a public health education program).

The intent of this job description is to provide a representative summary of duties and responsibilities that will be required of positions given this title and shall not be construed as a declaration of the specific duties and responsibilities of any particular position. Employees may be requested to perform job-related tasks other than those specifically presented in this description.